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# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. V

APRIL, 1958

NO. 1

## Insure-A-Quick Recovery -- Feed all plants with ZING!

FLORIDA NURSERY'S OWN MAGIC FORMULA . . . Not just another fertilizer,  
. . . BUT A COMPLETE PLANT FOOD!

YOUR PLANTS REALLY NEED A NATURAL ORGANIC PLANT FOOD:

A well balanced plant food is one of the most important factors in the growth and health of plants. ZING is designed to stimulate good plant growth under our Florida climatic conditions. It compensates for soil deficiencies by supplying the nutrients needed. ZING'S nitrogen content is 40% natural organic, which becomes available over a period of months, stimulating a steady, healthy, sustained growth rather than a spurt of weak, soft, short-lived growth produced by the completely chemical flash-type fertilizers.

ZING is a complete plant food, containing nitrogen, which encourages a luxurious growth of stem and foliage; phosphorus, which encourages new plant cells; potash, which gives plants stamina and the ability to withstand cold, drought, and other adverse conditions. ZING also contains the minor and trace elements so valuable in assuring you healthy, specimen plants.

ZING was originally developed for our own use — our plants thrive on it. They stay strong, healthy, green, lush, radiant! Because ZING IS A COMPLETE PLANT FOOD, its regular use assures you both vigorous growth and abundant bloom.

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U. S. Department of Agriculture NEW PLANTINGS

ZING, added to your peat and topsoil mix at planting time, stimulates feeder root growth!



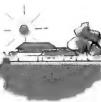
### BEDDING PLANTS

ZING is magic, for tender young annuals and perennials respond immediately to this natural organic food.



### POTTED PLANTS

ZING on a regular scheduled feeding program keeps them lush, green and healthy. They bloom better, too!



### LAWNS

ZING'S nitrogen content is 40% natural, so you get steady, sustained growth rather than a sudden spurt. ZING encourages deeper root systems, too!



## FEED REGULARLY WITH ZING — AND SEE THE DIFFERENCE!

FERTILIZER APPLICATION CHART (This chart applies to our "ZING" only; for best results use as directed.)

Size	Azaleas, A & C Mar. thru July 1/2 application	Camellias, A & C Mar. thru July 1/2 application	Roses, A & C Jan., March, May, Sept., Nov.	Pot Plants A & C Every Month or Six Weeks	Conifers, T & S March, June, Sept.	Small Fruits and Nuts, T & S March, June, Sept.	Lilies, T & S Sept., April	Palms, T & S April, June Sept.	Shrubs, T & S March, June, Sept.	Shade Trees T & S March, June, Sept.	Grasses, Lawn Oct. thru Nov. Feb. thru March
8-12 in.	1/4 lb.	1/4-1/2 lbs.	1/4 lb.	1/2 Tbl. to each 1 in. of pot diameter	1 lb.	1/2 lb.	3-5 lbs. per 100 sq. ft.	*See Pot	1/2 lb.	1/2 lb.	100 lbs. to 1500 sq. ft.
12-18 in.	1/2 lb.	1 lb.	1/2 lb.		1 1/4 lbs.	3/4-1 lb.	1/2 lb.	1 lb.	3/4 lb.	1 lb.	1 lb.
18-24 in.	3/4 lb.	1 1/4 lb.	3/4 lb.		1 1/2 lbs.	1 lb.	3/4 lb.	1 lb.	1 lb.	1 lb.	1 lb.
24-30 in.	1 lb.	1 1/2 lbs.	1 lb.		2 lbs.	1 1/2 lbs.	1 lb.	2 lbs.	1 1/4 lbs.	1 lb.	1 lb.
30-36 in.	1 lb.	1 3/4 lbs.	1 1/2 lbs.		2 1/4 lbs.	1 3/4 lbs.	1 3/4 lbs.		1 3/4 lbs.	1 1/2 lbs.	
36-42 in.	1 1/2 lbs.	2 lbs.	1 3/4 lbs.		2 1/2-3 lbs.	2 lbs.		3 lbs.	2 1/2 lbs.	1 3/4 lbs.	
42-48 in.	1 1/2 lbs.	2 1/4 lbs.	1 3/4 lbs.		3-4 lbs.	2 1/2 lbs.		4 lbs.	3 lbs.	2 lbs.	
4-5 ft.	2 lbs.	2 1/4 lbs.			4-5 lbs.	3 lbs.		5 lbs.	4 lbs.	3 lbs.	
5-6 ft.	2 1/2 lbs.	3 lbs.			5-6 lbs.	3 1/2 lbs.		6 lbs.	4 lbs.	3 lbs.	
6-8 ft.	3-5 lbs.	3-5 lbs.			8 lbs.	4 lbs.		10 lbs.	5-8 lbs.	4 lbs.	
8-10 ft.	6-8 lbs.				10 lbs.	4 1/2 lbs.		10 lbs.	8-10 lbs.	5 lbs.	
10-20 ft.					15 lbs.	5 lbs.		20 lbs.		5-6 lbs.	
20-35 ft.								35 lbs.		10-20 lbs.	

# YOUR GARDEN NEEDS SPECIAL CARE — NOW!

The worst winter weather ever experienced by Central Floridians, with six major freezes, has left most of our plant material damaged; much of it is killed to the ground. Only the more hardy of the broad-leaved and coniferous evergreens came through without some damage.

**NOW THAT THE GROWING SEASON IS HERE, WITH WARM WEATHER AND ABUNDANT RAINFALL, PROPER CARE IS VERY IMPORTANT IF YOUR PLANTS ARE TO REGAIN THEIR FORMER BEAUTY.**

Our firm, with thirty years of operation in Central Florida, is prepared to handle all your needs:



**DESIGNING.** The proper use of plant material to give you the desired effect is most important. Let our expert and experienced Landscape Architects design a "New Look" for your home — a personalized planting.

**PLANTING.** The secret of beautiful gardens is the expert planning AND planting. When a plant is properly planted in the right location, with proper exposure, sun, soil, etc., then it will thrive and give you the right effect.



**PRUNING.** By now you should have cut back all plants that were damaged by the cold, except for Palms. Since the old palm fronds protect the bud until new leaves come out, we recommend leaving the old ones on, cutting them as the new growth comes out.

Our experienced service crews use proper tools, and make neat, quick-healing cuts as they prune. If the new growth needs shaping, they will prune to achieve the best effect. Not only do we cut back shrubs to remove damaged wood, but we also prune to keep plants in proper size, to make them more shapely, and to produce more fruit or flowers. The new growth gives any plant added beauty.



**FERTILIZING.** Plants need regular feeding to stimulate them to new and better growth. The cold damaged plants are going to need more food this season to help them thru the convalescent period. **ZING**, Florida Nursery's own plant food, is especially formulated to stimulate healthy new growth. There are three special **ZING** foods — all utilizing natural organic

plant foods in balanced formula — to meet the needs of various plants. There's **ZING A&C** for Azaleas, Camellias, Gardenias, Roses and other acid-loving plants; **ZING T&S** for all other shrubs, trees, bulbs, etc., and **ZING LAWN SPECIAL** to feed your lawn properly.



**SPRAYING.** While the cold killed many insect pests, we are going to have to watch carefully for Aphis on the abundant tender new growth, and for scales on our Palms and Camellias. We have experienced crews to handle the spraying for you, using the proper control. If you wish to spray your plants yourself, we have spray materials available. If you don't know what you need, bring in a specimen of the pest and we'll be happy to recommend a control for it.

**FLORIDA NURSERY OFFERS ALL THESE EXPERT SERVICES IN CENTRAL FLORIDA.  
WE ARE AS NEAR AS YOUR TELEPHONE — SO BE SURE TO CALL THE OFFICE  
NEAREST YOU:**

**LEESBURG — Phone STATE 7-2315**

**OCALA — Phone MARION 2-8345**

**WINTER PARK — Phone MIDWAY 4-5640**



# *It's Orchid Time in Florida!*

**EVERYONE LOVES PHAIUS GRANDIFOLIUS —  
NONE BETTER FOR BEDDING OR FOR POT CULTURE.**



**Terrestrial or earth orchid —  
Grows in soil ---  
Blooms profusely ---  
Needs no special care!**  
**Use for tubbed plant for patio ---  
Attractive all year in pots ---  
Use in planting beds outside ---**

**Blooming Plants  
\$2.50 and up**

**FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG, OCALA AND WINTER PARK, FLORIDA**

**Library  
U.S. Dept. of Agriculture  
Washington 25, D.C.**

**FORM 3547 REQUESTED**

## **For Kaleidoscopic Color . . . . PLANT CROTONS!**

**Need color? Then here's just the way to get it—plant color-fuh Crotons from Florida Nursery and Landscape Co. for accent! Wonderful for shrubbery borders — for planters — for pots — for patio beds!**

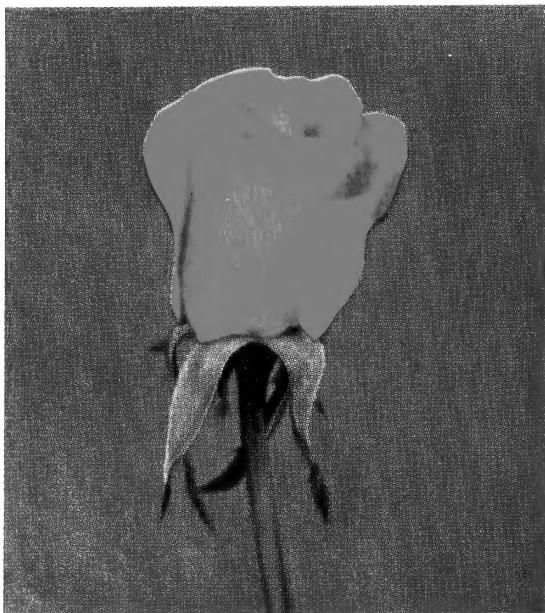
**BRILLIANTLY COLORED FOLIAGE** — shading from creamy white thru deep bright pinks to deep maroon! Green in variations of shades, too!

**FASCINATING FOLIAGE** — many forms and shapes of foliage: spiral corkscrews; narrow curved and twisted leaves; oak leaf foliage; broad or wide leaves!

**EASY TO GROW — WONDERFUL FOR CUT ARRANGEMENTS!**

See Florida Nursery's choice Crotons today —

**PRICED \$1.00 and up!**



## **Grow Your Own Roses!**

There's nothing lovelier than a rosebud which opens into a full blown rose — and one rose in a bud vase is a bouquet!

While some varieties do better in our section of the state than do others, Florida Nursery has a selected stock proven to be the best bloomers for Central Florida. There are various shades of red, pink, yellow and multicolors, as well as perfect whites.

The secret to growing roses successful? That's easy! Plenty of water and a rich soil for planting, together with frequent applications of fertilizer, will give you healthy plants and an abundance of beautiful flowers.

**BLOOMING PLANTS, \$1.50 and up**

**BULK MAIL  
U. S. Postage  
PAID  
Leesburg, Fla.  
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